



Banff & Lake Louise Tourism
Collaboration Pitch Rationale
Megan Halvorsen
March 23, 2025

Campaign Overview	2
Main Messages.....	2
Influencer Selection	2
Olivia Vik.....	3
Maddie Smith.....	3
Caroline Foster.....	4
Collaboration Strategy	4
Expected Outcomes	5
Client Goal Alignment	6
Pitch Emails	6
Olivia Vik.....	6
Maddie Smith.....	7
Caroline Foster.....	8

Campaign Overview

The *Discover the Heart of the Rockies* campaign has been designed with the intention of positioning Banff and Lake Louise as destinations for cost-effective and experience-driven travel. With the goal of increasing tourism in the areas by 15 percent over a 9-month period, this campaign will highlight the beauty of Banff and Lake Louise areas, outdoor adventure activities and wellness experiences. The messaging places emphasis on connection to nature, solo exploring and cost-conscious travel choices – each a value of millennial and Gen Z audiences.

Main Messages

- Banff and Lake Louise are accessible and welcoming destinations for solo and mindful travelers.
- Fun, sustainable and low cost travel is possible and encouraged in the Rockies.
- The area offers diverse experiences year-round, ranging from spa retreats to wilderness hikes.

Influencer Selection

Three influencers were selected based on their overall alignment with the objectives of the campaign, the influencers' audiences, content quality and their ability to showcase the area in an authentic and real manner. Each influencer is a niche travel influencer and will bring a different perspective and audience; each that aligns with the goals of Banff & Lake Louise Tourism.

Olivia Vik

Olivia Vik (@oliviavik) is a Canadian micro influencer with 15.66K followers on Instagram, who has recently moved to Australia. Her content is focused on solo travel and self growth; she has a strong engagement rate of 4.2 percent according to SemRush, and her social media is visually pleasing and focuses on a curated aesthetic. Olivia is ideal for promoting Banff as a wellness destination. The collaboration concept for Olivia is “Banff is Where the Heart Is” and will cover her return to Canada as a personal and emotional journey, placing emphasis on wellness activities with Banff and Lake Louise spas and outdoor excursions like horseback riding, climbing, rafting and biking.

Maddie Smith

Maddie Smith (@onthemovewithmad) is a solo traveler and macro influencer with 228.87K followers on Instagram, who runs a series on travel on her social media platforms. She has most recently started a series called “1K and Away.” This series follows Maddie as she travels to different destinations outside of her home country the US while keeping her budget within 1000 dollars, and aligns perfectly with the Banff and Lake Louise off-season travel promotion. Maddie has a lower engagement rate of 0.67 percent on Instagram, according to SemRush, but she will appeal to younger audiences (Gen Z) that are looking for more affordable travel experiences. Her collaboration will involve following Banff Canada’s blog post “8 Tips for Banff on a Budget,” while making any bookings through the Banff & Lake Louise Tourism website. This collaboration will encourage off season travel and further support local tourism during these slow months.

Caroline Foster

Caroline Foster (@wilderness_addict) is Canadian macro influencer with 445.26K followers on Instagram and is an avid adventure traveller known for her adventure-driven content and Canada focused locations. Caroline has an engagement rate of 1.10 percent according to SemRush and has a strong presence in the outdoor audience, she is the perfect match for promoting Banff and Lake Louise’s hiking trails and camping spots. Her campaign, “The Wilderness Addict’s Banff Travel Guide,” will share her top ten travel tips and top five adventure locations in the Banff and Lake Louise area, making it incredibly appealing for the high-season outdoor enthusiasts and travelers.

Collaboration Strategy

The collaborations will occur in summer (Olivia and Caroline) or fall (Maddie). The influencers will use their platforms to create authentic, aesthetically pleasing and experience based content that reflects each of their personal experiences in the Banff and Lake Louise areas.

The content that we will see from all three collaborators will be: Instagram reels and TikTok short-form videos, Instagram stories with tagged locations, polls and Q&As, carousel posts that cover tips, reflections and mini travel guides, and finally Instagram story highlights to maintain the content for ongoing impact. Instagram will be the primary platform for all three collaborators, Maddie will use TikTok as her secondary platform to further target Gen Z. The selected influencer will be tagging Banff & Lake Louise Tourism in every post they make for the duration of their campaign, and they will use campaign-specific hashtags listed below:

- #HeartoftheRockies
- #RockiesReimagined

- #SoloInTheRockies
- #MyBanffStory
- #LakeLouiseMoments

This collaboration campaign will ensure that audiences are reached at different planning and travel ages and stages and will maximize the impact and engagement.

Expected Outcomes

The selected campaign will be measured using key performance indicators (KPIs) that are relevant to tourism growth in the Banff and Lake Louise area and general social media success. During and after Olivia's campaign we would like to see an increase in wellness activity booking, such as spa treatments, increase by 4 percent and an increase in accommodation bookings in the Banff and Lake Louise area by 3 percent. During Maddie's campaign we would like to see an increase of 2 percent in off-season hotel, lodging and activity bookings as well as an increase in general tourists in the area during off-season. During Caroline's campaign, we would like to see an increase of 4 percent in campground bookings during the high-season. A general increase of 6 percent in adventure and general tourism and activity is what we would like to see across the five month period and an increase in social media engagement on Banff & Lake Louise Tourism's social media platforms. Engagement on the selected influencers social platforms as well as Banff & Lake Louise Tourism's platforms will be measured throughout these campaigns.

Client Goal Alignment

Banff & Lake Louise Tourism's objective is to promote the area as a transformative and experiential destination for travel. The selected campaign will align with the goal by partnering with an influencer on social media who represents the foundation of the campaign: adventure, wellness, and authenticity. Olivia speaks to emotional travel and reconnection with oneself while establishing Banff as a personal retreat. Maddie's budget focused campaign will reinforce Banff and Lake Louise as accessible destinations and will bolster support for local businesses during the off-season. Caroline's campaign of hiking and adventure will tie directly into Banff's brand image as an outdoor haven. All three influencers showcase high-quality content and true, authentic storytelling tactics, and each campaign will encourage responsible tourism in this iconic area.

Pitch Emails

Olivia Vik

Subject Line: Let's Collaborate and Host a "Banff is Where the Heart Is" Series

Hi Olivia;

My name is Megan Halvorsen, I am reaching out on behalf of Banff & Lake Louise Tourism. We have been following your content on Instagram and we love the way you capture outdoor adventure while opening up for self reflection.

We are currently planning an exciting social media campaign that will highlight the unique adventure and wellness experiences in the Banff and Lake Louise area; we would love to feature you as one of our key content creators.

Here is what the collaboration will include:

- A fully hosted stay in the Banff Centre Hotel
- An opportunity to create and share content true to your style and values
- Promotion of your channel on the Banff & Lake Louise Tourism's official page

- A full experience at the Cedar + Sage Co spa

We believe that your audience would be a perfect fit for this campaign and we would love to discuss how we can make this a memorable experience for you and your community.

Let me know if you are interested, and I would be happy to share more details or hop on a quick call.

Looking forward to hearing from you!

Kindly,

Megan Halvorsen

MGH Public Relations

MHalv922@mtroyal.ca, (403) 123-1234

On behalf of Banff & Lake Louise Tourism

Maddie Smith

Subject: Let's Collaborate! "1K and Away" Series: Banff Edition

Hi Maddie;

My name is Megan Halvorsen, and I'm reaching out on behalf of Banff & Lake Louise Tourism. We've been following your "1K and Away" series on Instagram and we love how you inspire your audience to explore budget conscious travel. Your ability to create a memorable travel experience while maintaining a budget is impressive!

We're currently planning a social media campaign that highlights the incredible adventure and experiences in the Banff and Lake Louise area and we'd love to collaborate with you by sponsoring an upcoming edition of your series.

Here's what the partnership includes:

- A fully covered "1K and Away" series feature
- The opportunity to create and share content aligned with your unique style and values
- Amplification of your content on Banff & Lake Louise Tourism's official social channels

We believe your audience is a perfect fit for this campaign, and we'd be thrilled to work with you in bringing Banff & Lake Louise into your "1K and Away" journey.

Let me know if you're interested and I'd be happy to share more details or set up a quick call to chat!

Looking forward to connecting,

Kindly,

Megan Halvorsen

MGH Public Relations

MHalv922@mtroyal.ca, (403) 123-1234

On behalf of Banff & Lake Louise Tourism

Caroline Foster

Subject Line: Let's Collaborate! The Wilderness Addict's Top 10 Travel Tips and 5 Favourite Outdoor activities in Banff

Hi Caroline;

My name is Megan Halvorsen, and I'm reaching out on behalf of Banff & Lake Louise Tourism. We've been following your outdoor adventures and love the way you showcase nature-driven travel with authenticity, energy, and practical tips for fellow explorers.

We're currently planning a social media campaign that highlights the best outdoor experiences in Banff and Lake Louise, and we'd love to feature you as a key content creator.

Here's what the partnership includes:

- A fully covered stay at your choice of a Banff or Lake Louise campground
- The opportunity to share your Top 10 Travel Tips and Top 5 Outdoor Activities in the area with your audience
- Amplification of your content on Banff & Lake Louise Tourism's official channels

We believe your voice and adventurous spirit are a perfect fit for this campaign, and we would love to collaborate with you to inspire more people to explore the outdoors responsibly and enthusiastically.

Let me know if you're interested, and I'd be happy to provide more details or hop on a quick call to discuss.

Looking forward to hearing from you!

Kindly,

Megan Halvorsen

MGH Public Relations

MHalv922@mtroyal.ca, (403) 123-1234

On behalf of Banff & Lake Louise Tourism

References

- Banff & Lake Louise Tourism. (n.d.). *Banff & Lake Louise*. <https://www.banfflakelouise.com/>
- SEMrush. (n.d.). *Instagram influencer profile: @oliviavik_*.
<https://www.semrush.com/app/influencer-marketing-platform/instagram/channels/1936570922>
- SEMrush. (n.d.). *Instagram influencer profile: @onthemovewithmad*.
<https://www.semrush.com/app/influencer-marketing-platform/instagram/channels/12004899510>
- SEMrush. (n.d.). *Instagram influencer profile: @wilderness_addict*.
<https://www.semrush.com/app/influencer-marketing-platform/instagram/channels/2203023147>
- @oliviavik_ . (n.d.). *Instagram profile*. Instagram. https://www.instagram.com/oliviavik_/#
- @onthemovewithmad. (n.d.). *Instagram profile*. Instagram.
<https://www.instagram.com/onthemovewithmad/?hl=en>
- @wilderness_addict. (n.d.). *Instagram profile*. Instagram.
https://www.instagram.com/wilderness_addict/